



Farmhouse and
Artisan
Cheese & Dairy Producers
European Network



The benefits of Short Food Supply Chains, highlights of the TRADEIT project and opportunities for collaboration

FACE Network Congress, Worksop, 27th October 2016

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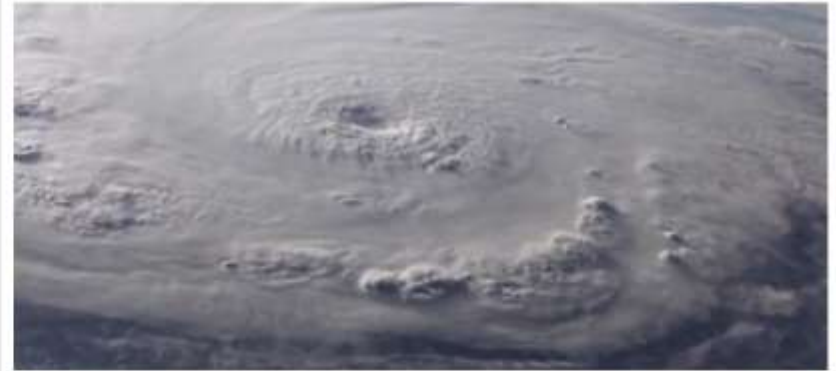
**EXCELLENCE
WITH IMPACT**



Overview of CAWR & Coventry University



**RESILIENT FOOD AND WATER
SYSTEMS IN PRACTICE**



**FUNDAMENTAL PROCESSES AND
RESILIENCE**



**COMMUNITY SELF-
ORGANISATION FOR RESILIENCE**

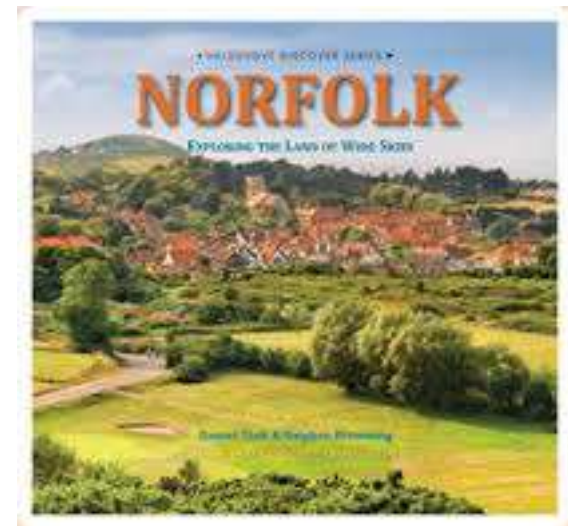


**POLICIES AND INSTITUTIONS FOR
RESILIENT FOOD & WATER**

1. Introduction

“Where anonymous industrial food comes out of a black box, local is clearly related to a place and to people.” (Forney and Häberli 2014: 17)

What does a ‘short food chain’ mean to you?



2. What are 'short' food chains and local food systems?

- Short food chains are characteristics of local food systems

HOWEVER...

- **Local = *relational*...**
- **multiple definitions**
 - FARMA 30-50-100 miles
- **'Short' is 'tricky' to define**
 - How 'far' or 'long'? How many intermediaries?
- No consensus in UK, but:
- French Ministry of Agriculture define short as **0-1 intermediaries between agricultural producer and consumer** (Chiffolleau 2009, Aubry and Kebir 2013)



Short Chains: KEY INFO

Short food chains occur through:

- **Geographical / spatial proximity** (less distance, localities)
- **Social proximity** (strong interpersonal social relations, less intermediaries)

Types:

‘**Face-to-face**’ (direct) →→→ ‘**Extended**’ (indirect) chains with intermediary

Short and local perceived to have better **QUALITY, SPECIALITY CHARACTERISTICS** (e.g. “*terroir*”), **TRUSTWORTHINESS.**

- Increasing demand for **traceability, transparency** since 90s
- E.g. ‘food scares’ ‘horsemeat scandal’



3. What are the benefits and impacts?

Demand

Campaign for the Protection of Rural England (CPRE) study, 2012:

The main reasons for shoppers buying local food were:

- **Supporting local farmers and producers (56%)**
- **Quality (54%)**
- **Supporting the local economy (51%)**
- **Taste (41%)**
- Food miles (34%)
- Value for money (19%)
- Seasonal Food (19%)

“The perceived high quality of regional food and drink is by far the most important factor in positively influencing the behaviour of buyers, followed by area”

(Socio-Economic Research and Intelligence Observatory, 2008: xi)



3. Why operate through Short(er) Chains?

Broader impacts and benefits



- **Farm Shops** thought to support **36,000 employees**, many part-time (based on average 9 per shop)
Estimated that **local food networks** could support **137,000** jobs in England (*CPRE 2012*).
- **Every £1 spent on an organic box scheme contributed £2.59 to local economy**, defined as 15 mile radius from farm.
This compared to £1.40 for every £1 spent in a supermarket (*Boyde 2001*)
- **Reduced 'food miles'** – although contested... (Edwards-Jones et al. 2008)
Depends on 'local', inputs

TRADEIT

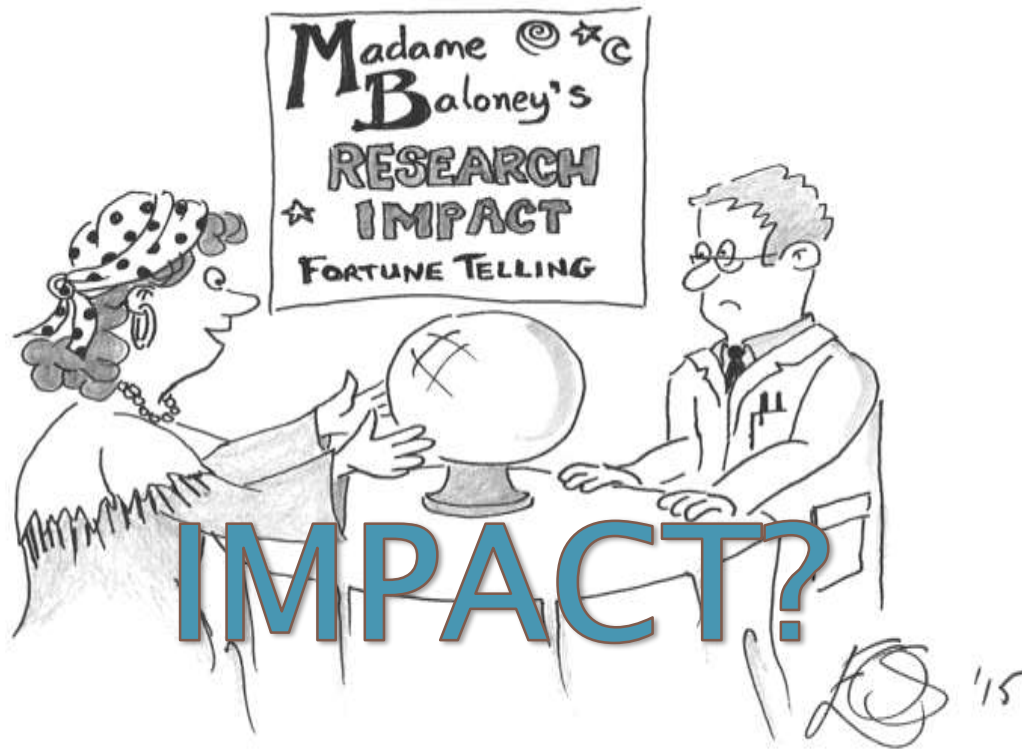
Innovation and Traditional Food Producers

27th October, 2016
Tess Lukehurst



Traditional Food: Entrepreneurship, Innovation
and Technology Transfer





"I see journal articles, patents, legal fees and then... nothing."

“Tradition is a challenge to innovation”
Alvero Siza Viera



“Innovation is change that unlocks new value”
Jamie Notter







Murphy's Ice Cream is produced in Dingle by brothers Kieran and Sean Murphy. Using the finest local ingredients Murphy's have produced a unique range of ice-creams which are now available from their shops in Ireland and... most recently, Majorca.

To reach their shop in Majorca, Murphy's Ice Cream has to pass through several sets of hands on its way from one Island to the other. They had to be sure that the temperature of the ice cream is constantly controlled and monitored.

The Company

The Problem



blulog



Blulog supplied Murphy's with credit card sized data loggers that are now included in each shipment of ice cream from Dingle to Majorca. The logger sends 'vital statistics' every 10 minutes. This data can be downloaded and analysed by Murphy's at any time. If the conditions deviate from any of the parameters set for the shipment, the customer will get a SMS alert, telling them that the shipment is approaching one of its limits.

Multiple Routes To Innovation



Small Business Technology Transfer and Research (SBTTR)

1. Company Audits (1354)
2. Technology Profiles (635)
3. Brokerage Events and Missions (935)
4. Matching technology offers to need (SBTTR 3+ 229)
5. Supporting contract development and collaboration (50+)

Trade science digital

TASTE OF SCIENCE

Are you looking for exciting, in-depth content to feature about business in the food industry? Taste of Science, the website has highlighted best content to support your business. It's perfect for those who want to see what's new in food, from food science, technology and nutrition to food safety and sustainability.

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MEATING THE TRENDS

TOP 10 TRENDS 2016

INSPIRATIONAL PARTNERSHIP

CLEAN THE LINE

PROTECTION FOR A REGIONAL FAVORITE

HEALTH BENEFITS

NATURAL ANTIOXIDANTS IN MEAT

Natural antioxidant compounds can be a good alternative to synthetic antioxidants. Just like synthetic ones, they can improve taste and colour stability and reduce off-flavours with higher safety margins.

Colour and flavour determine the business perception of meat products. However, oxidative processes in meat lead to discoloration and rancidity, along with loss of vitamins and other nutrients. Synthetic antioxidants can be used to prevent this, but they can also affect the taste and quality of the meat. Natural antioxidants, on the other hand, are derived from natural sources and are generally considered safer. However, they can also affect the taste and quality of the meat. This article explores the use of natural antioxidants in meat products, their benefits and safety considerations.

Meat effective

Meat is a rich source of natural antioxidants, including vitamins E and C, and various polyphenols. These antioxidants can help to protect the meat from oxidative damage, which can lead to rancidity and off-flavours. However, the natural antioxidants in meat are often destroyed during processing, such as cooking and freezing. Therefore, it is important to use additional natural antioxidants to maintain the quality of the meat.

Experiment 1

Researcher from Ohio Agricultural University will add natural antioxidants to meat during the grinding process. They compare the effect of natural antioxidants and synthetic antioxidants on the stability of the meat. The results will be published in the Journal of Food Science.

USE SYNTHETIC ANTIOXIDANTS FOR SPECIFIC PURPOSES

Senior Lecturer at Ohio University in New Zealand

Experiment 2

Researcher from Ohio Agricultural University will add natural antioxidants to meat during the grinding process. They compare the effect of natural antioxidants and synthetic antioxidants on the stability of the meat. The results will be published in the Journal of Food Science.

Colour

The colour of meat is influenced by the levels of myoglobin. Myoglobin is a pigment in muscle that gives meat its characteristic red color. The levels of myoglobin in meat can be affected by various factors, including the age of the animal, the type of meat, and the processing conditions. Natural antioxidants can help to maintain the color of the meat by preventing the oxidation of myoglobin.

Fat oxidation

Meat is a rich source of fat, which is susceptible to oxidative damage. This can lead to rancidity and off-flavours. Natural antioxidants can help to protect the fat from oxidative damage, which can help to maintain the quality of the meat.

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Fat oxidation

Meat is a rich source of fat, which is susceptible to oxidative damage. This can lead to rancidity and off-flavours. Natural antioxidants can help to protect the fat from oxidative damage, which can help to maintain the quality of the meat.

Advice

The best way to ensure the quality of your meat is to use natural antioxidants. These are derived from natural sources and are generally considered safer than synthetic antioxidants. However, they can also affect the taste and quality of the meat. Therefore, it is important to use natural antioxidants in combination with synthetic antioxidants to maintain the quality of the meat.

This article was adapted from

Food Science and Technology: Principles and Practice, 7th Edition, by P. F. Whittam, Jr. and J. M. Hamann, Jr. © 2013. CRC Press, Taylor & Francis Group.

GET IN TOUCH

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You may also be interested in the following articles:

FAST PESTICIDE SKIN

Researcher from Ohio Agricultural University will add natural antioxidants to meat during the grinding process. They compare natural antioxidants to synthetic antioxidants. The results will be published in the Journal of Food Science.

MEATING THE TRENDS

Researcher from Ohio Agricultural University will add natural antioxidants to meat during the grinding process. They compare natural antioxidants to synthetic antioxidants. The results will be published in the Journal of Food Science.

TWO WAYS OF APPLYING PRESSURE IN MEAT PROCESSING

Researcher from Ohio Agricultural University will add natural antioxidants to meat during the grinding process. They compare natural antioxidants to synthetic antioxidants. The results will be published in the Journal of Food Science.

Key Messages

Technology transfer and innovation happen in a range of sometimes unexpected ways.

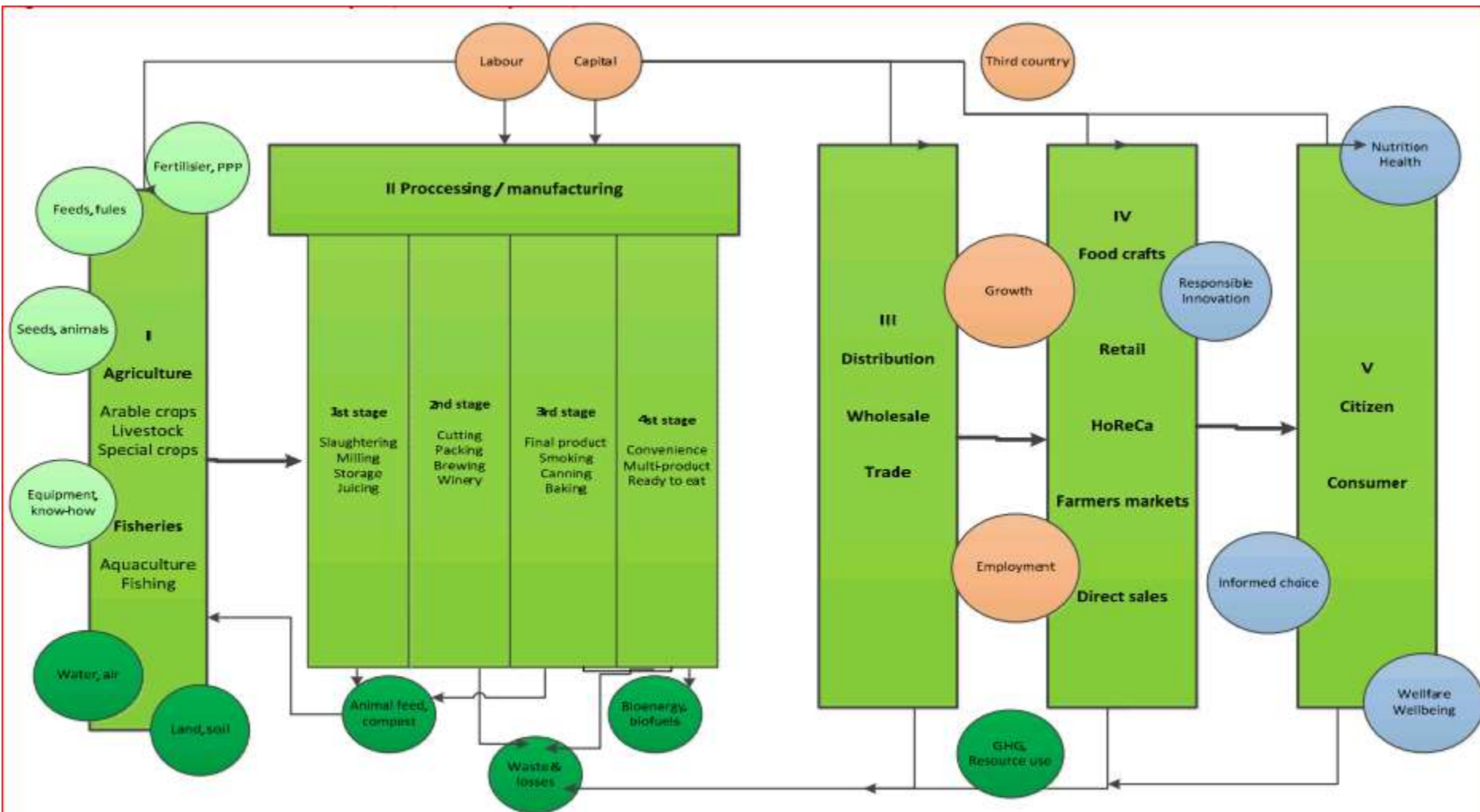


Future Collaborations

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020

Call SFS-34-2017: “Innovative agri-food chains:
unlocking the potential for competitiveness and
sustainability”
> €6,000,000



Key: Inputs/outputs by colour (circles): light green (primary production), dark green (environment), red (socio-economic), blue (public health and consumer welfare).

Thank you



6. Questions and discussion

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